



Water Industry
Alliance

what price are you prepared to pay
for sustainable water?

Joe Flynn

CEO

Water Industry Alliance



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water solutions for the world
from the driest state in the world's driest inhabited continent
200 member companies ◆ \$2bn exports ◆ growing at 30%pa



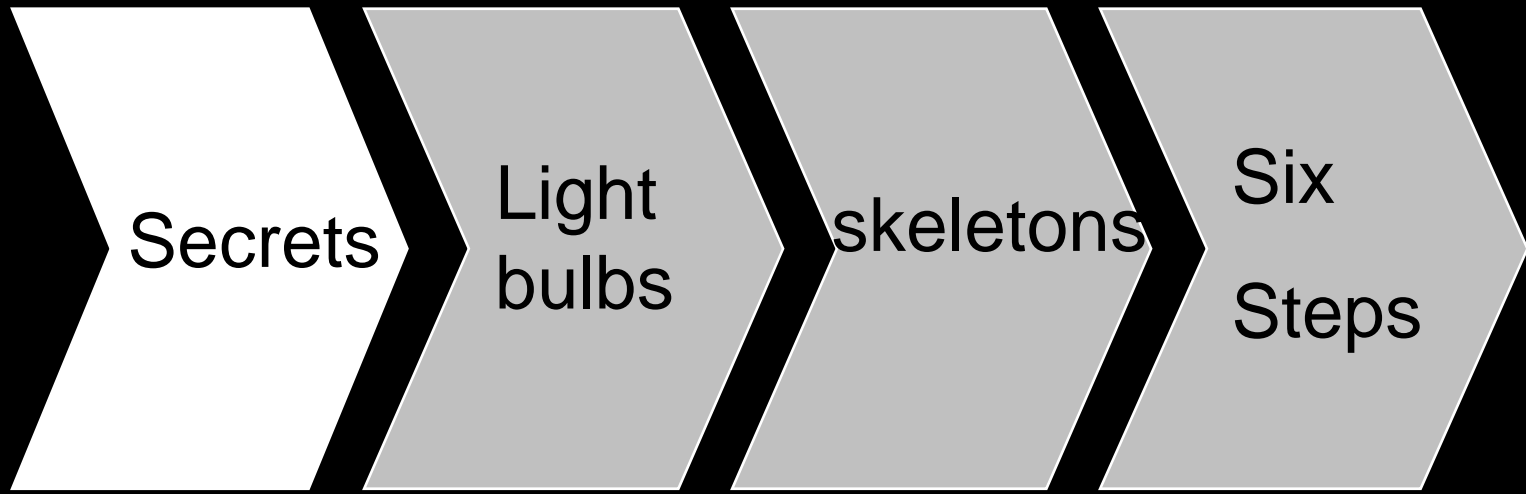
Six Steps

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- Information
- Competition
- Pricing
- Independent regulation
- Tie funding to performance
- Will



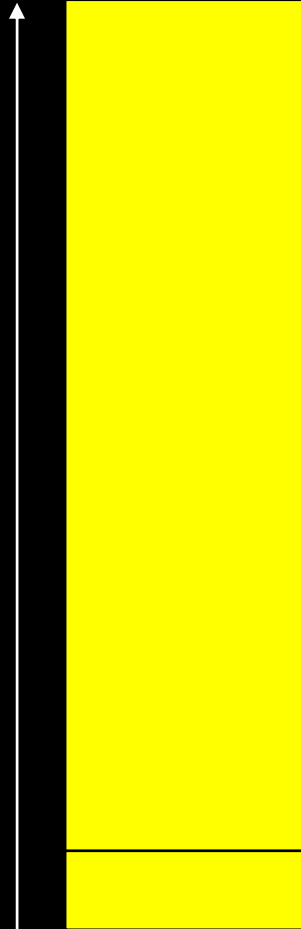
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Global water consumption per person per day

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Food:

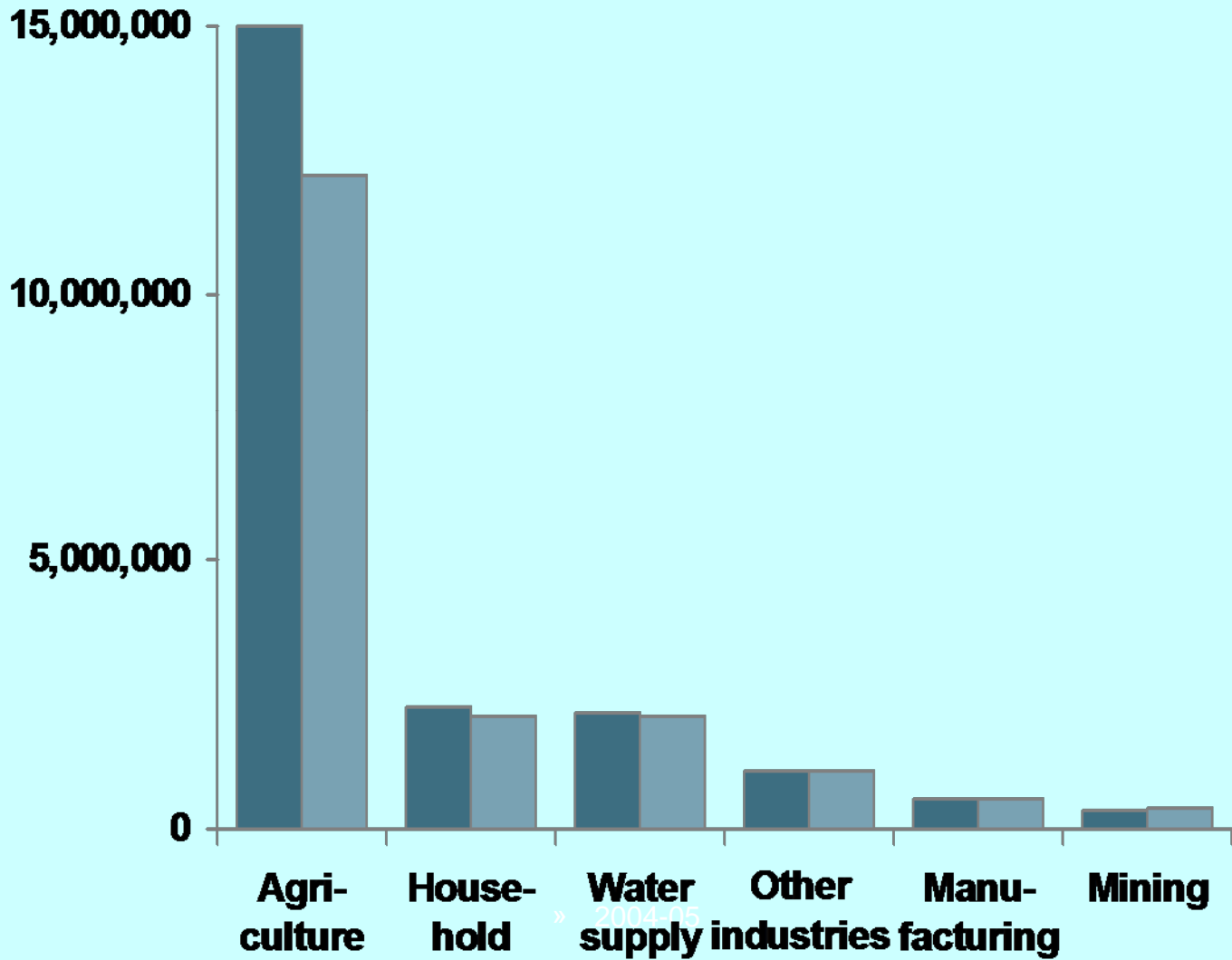
5,000 l per person per day
(2,500 l vegetarian)

House: **250** l per person per day



Australia's water consumption by sector

Water consumption (GL)



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climate change or natural change distraction



Look at the data, prepare for 75% reduction

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	Now	Future ?
Mean Murray supply	10,000	7,000*
Less evaporation	2,000	2,000
Less flow to sea	2,000	2,000
Less environment	<u>0</u>	<u>1,500**</u>
Consumption	6,000	1,500

* 10% less rain = 30% less runoff

** Promised 1,500 GL return to environment



precision greening :

'double our agricultural wealth from half the water'

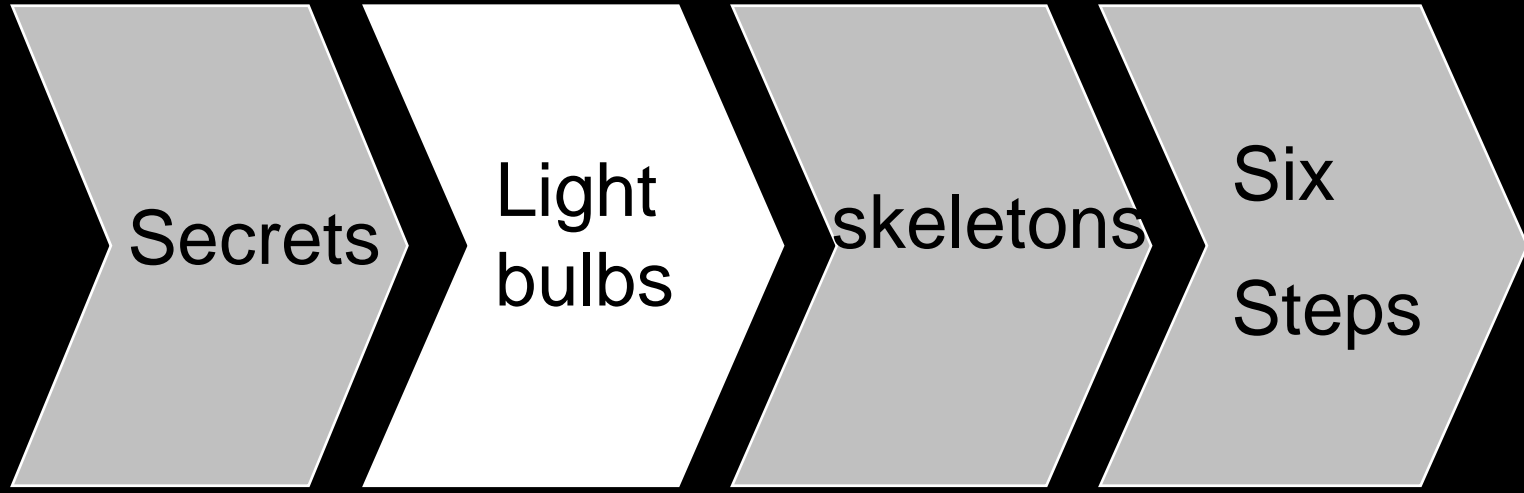
Water reuse + CO₂
harvesting =

- 12 x plant yield
- 90% water savings
- 2 x price





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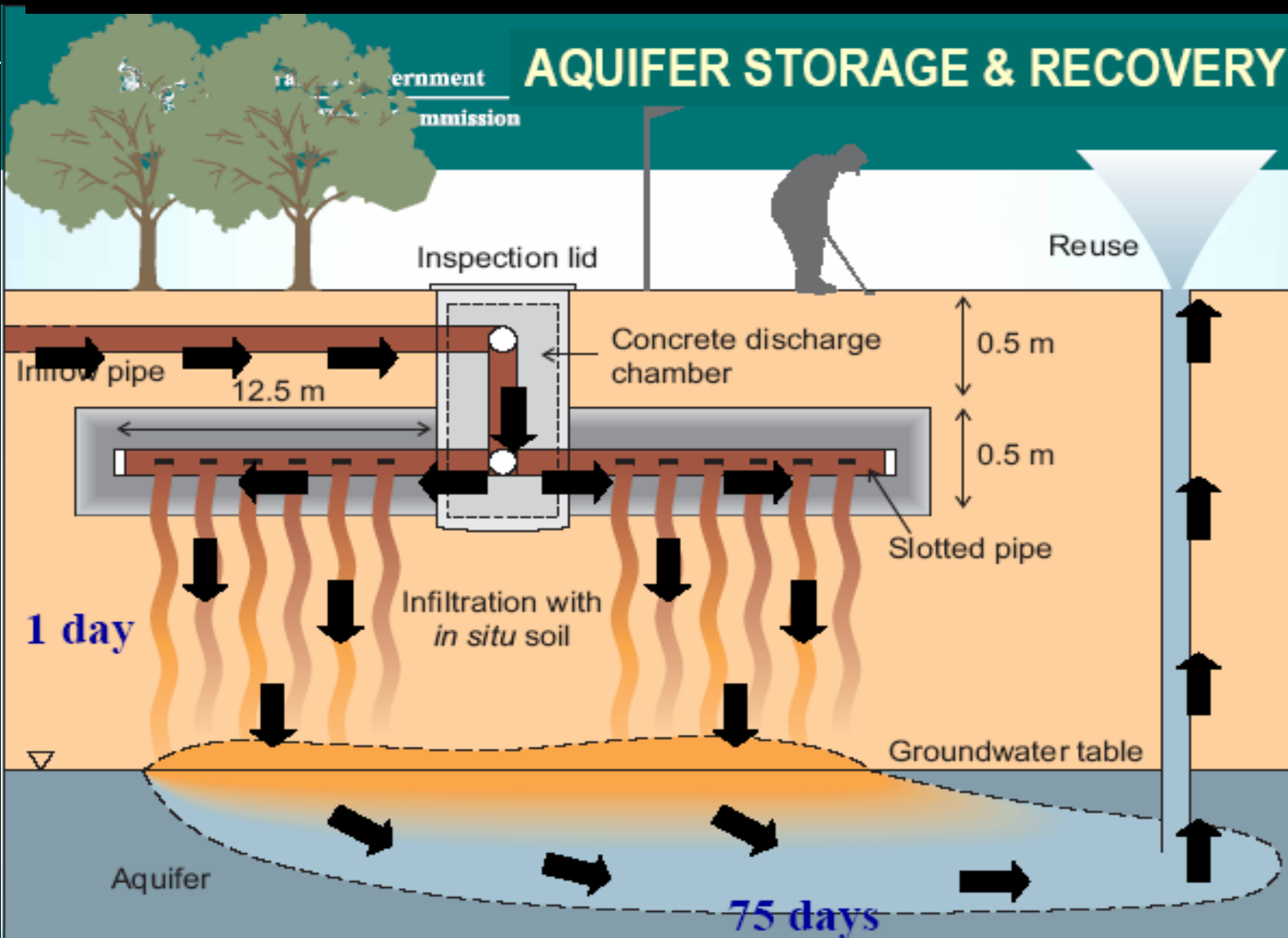
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lightbulbs

from water supply
to
water production

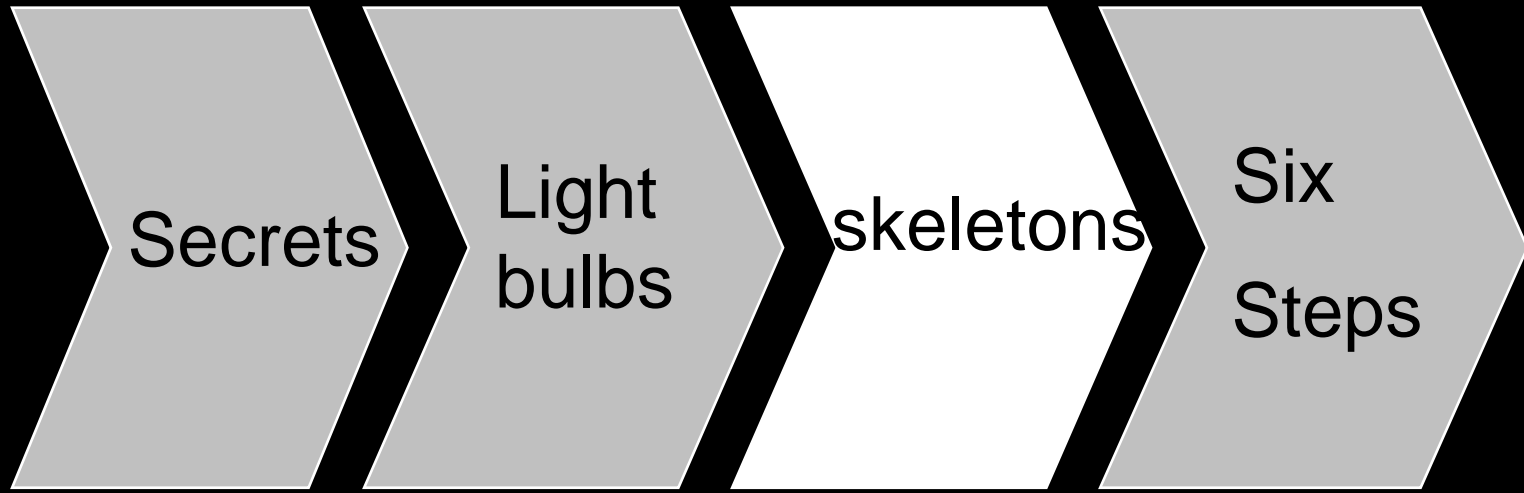


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Hi, this is Blue calling ...

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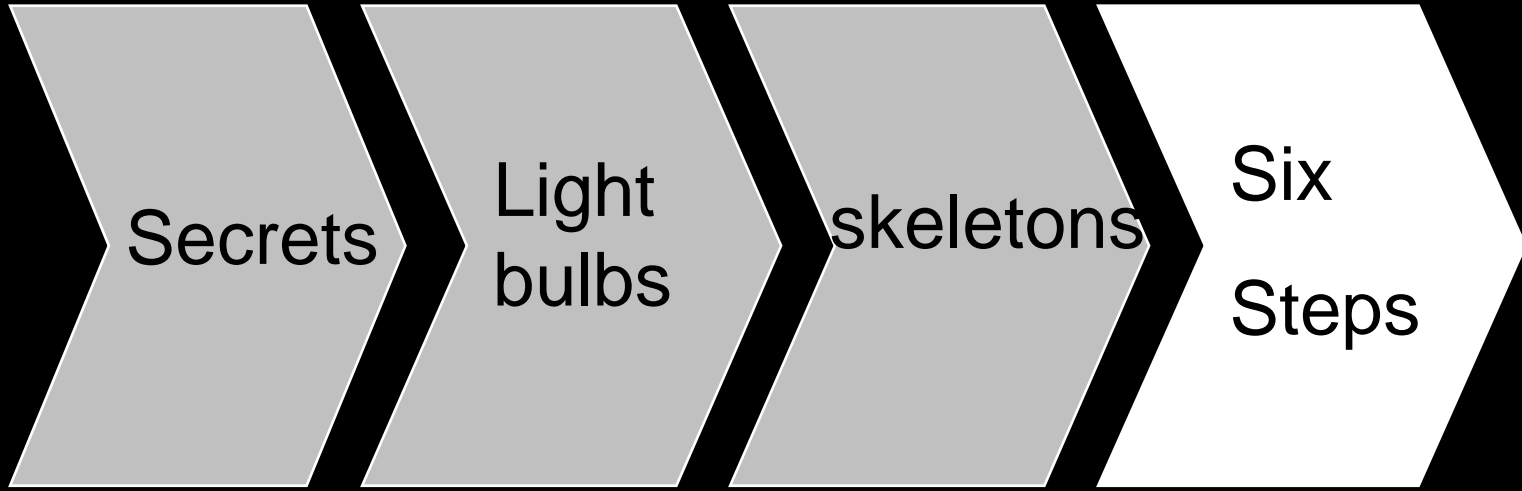
skeletons

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- Competition & pricing
- Independent regulation
- Appropriate private sector involvement



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interested in membership?
waterindustry.com.au

interested in WIA speaking at your event?
[ceo @ waterindustry.com.au](mailto:ceo@waterindustry.com.au)